IMA
INTEGRATIVE MEDICINE ACCESS

in partnership with

helpsy

World's First Virtual Whole-health Nurse
for
Symptom Management and Navigation (SAN)

CHRONIC HEALTH ISSUES PREVALENCE

It [is] found that 60 percent of American adults now live with at least one chronic condition; 42 percent have more than one.

CDC's National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP)

CHRONIC DISEASES IN AMERICA

6 IN 10
Adults in the US have a **chronic disease**

4 IN 10
Adults in the US have **two or more**

THE LEADING CAUSES OF DEATH AND DISABILITY
and Leading Drivers of the Nation's **$3.3 Trillion** in Annual Health Care Costs

HEART DISEASE   CANCER   CHRONIC LUNG DISEASE   STROKE   ALZHEIMER'S DISEASE   DIABETES   CHRONIC KIDNEY DISEASE

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Challenges with Chronic Disease Issues

- Health care system is struggling to address it
    - Not geared toward Behavior change
    - Not whole health
    - Social aspect - loneliness
    - Caregiver burden
    - Minimal continuity of care
- Low- income - worse
    - Overcoming Social determinants of health

What is Needed and Difficulties to Surmount

- What is needed:
  - Whole health plan
  - Prevention oriented
  - Supportive care services
  - Social support
  - Culturally sensitive

In other words:
  - An INTEGRATIVE MEDICINE APPROACH

Integrative Medicine in Our Populations

- Disparities in disease prevalence by income
    - Chronic pain
    - Mental illness
    - Coronary disease
    - Diabetes
    - Toxin exposure
    - Social Isolation
- Disparities in use of Integ Med therapies by income

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Challenges of Adding in these services in our clinics

- Leadership not on board
- Insufficient staff
- Insufficient training
- Budget issues
- Data collection for reporting is harder in low-income clinics
- Others?

"

Alone we can do so little; Together we can do so much.

-Helen Keller

Integrative Medicine Access: Mission

- Integrative Medicine Access (IMA) is non-profit organization that facilitates access to Integrative Medicine among low-income and medically underserved people

What is IMA?

- A network of practitioners willing to share their expertise with people who need their services but normally couldn't afford them
  - Add your name to a list on our website listing your expertise
  - Low-income clients (verified by IMA) can find you and contact you for an appt
  - If you have availability, you see that patient for $10

Challenge: of data for Integrative medicine outcomes Solution: PRO's can come in handy!!!

- Challenges for data collection (data collection - effort, resources, ..)
- Challenges for integrative med (less funding, few small studies)
- Challenges for low income, minority (can't afford studies, time, etc.)

✔ **Education-** serve as a diverse resource of information about Integrative Medicine treatments and how they can be applied to achieve optimal health and wellbeing

✔ **Accessibility-** Enable people to locate affordable, culturally sensitive, geographically convenient services

✔ **Connection-** Connect Integrative Medicine practitioners with underserved clients

✔ **Coordination-** Foster coordination among practitioners to provide clients with a truly integrated, multi-disciplinary approach to care

✔ **Leadership-** Act as a model of low-cost, patient-centered care that focuses on wellness and prevention

✔ **Training-** Provide a locus of education for medical students, practitioners and policy-makers on the benefits of Integrative Medicine to the quality of healthcare in the United States;

✔ **Research-** Collect and analyze data on utilization and outcomes to demonstrate the impact of Integrative Medicine on diverse populations
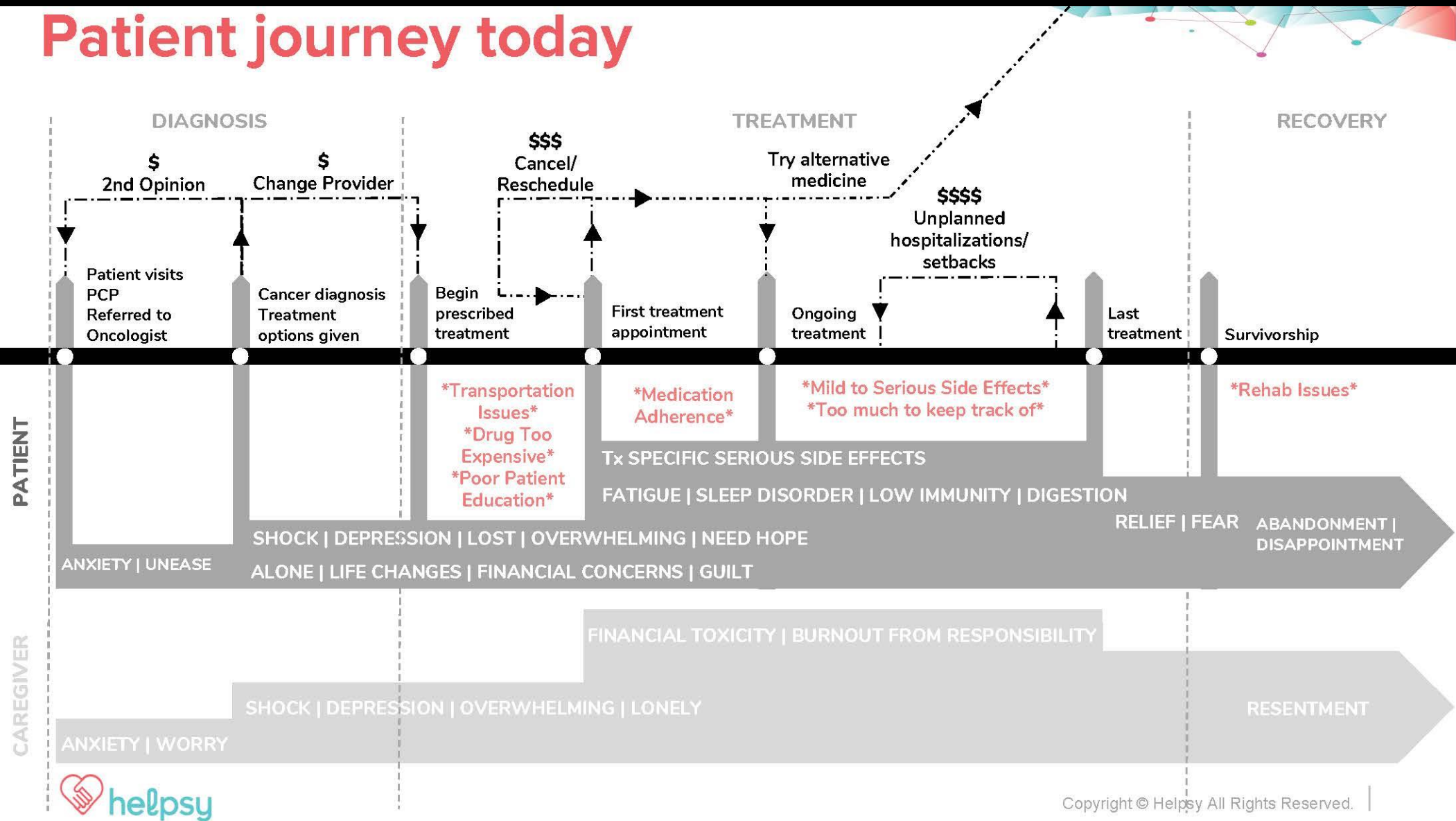
Helpsy – IMA Partnership

Mission of Helpsy – increase awareness, education, and access to supportive care, recommendations and practitioners for patients, using the power of technology.

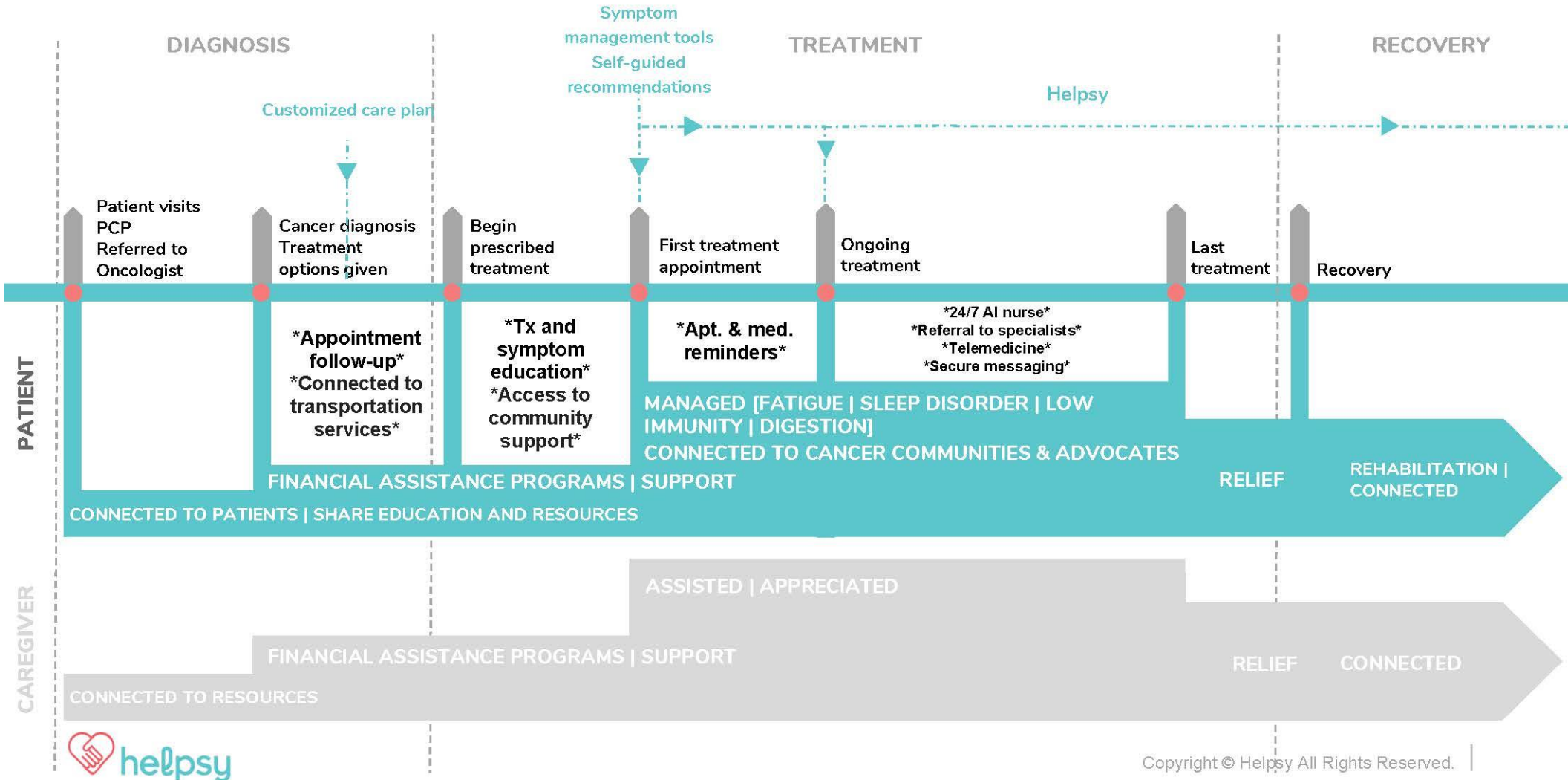**Mission of IMA** –facilitates accessibility to Integrative Medicine to members and populations who need it most.

Together, we seek to increase **awareness**, **education** and **accessibility** for patients seeking care to **give them the life they deserve**. We plan to leverage technology in to coordinate care in a **cost-effective** manner.
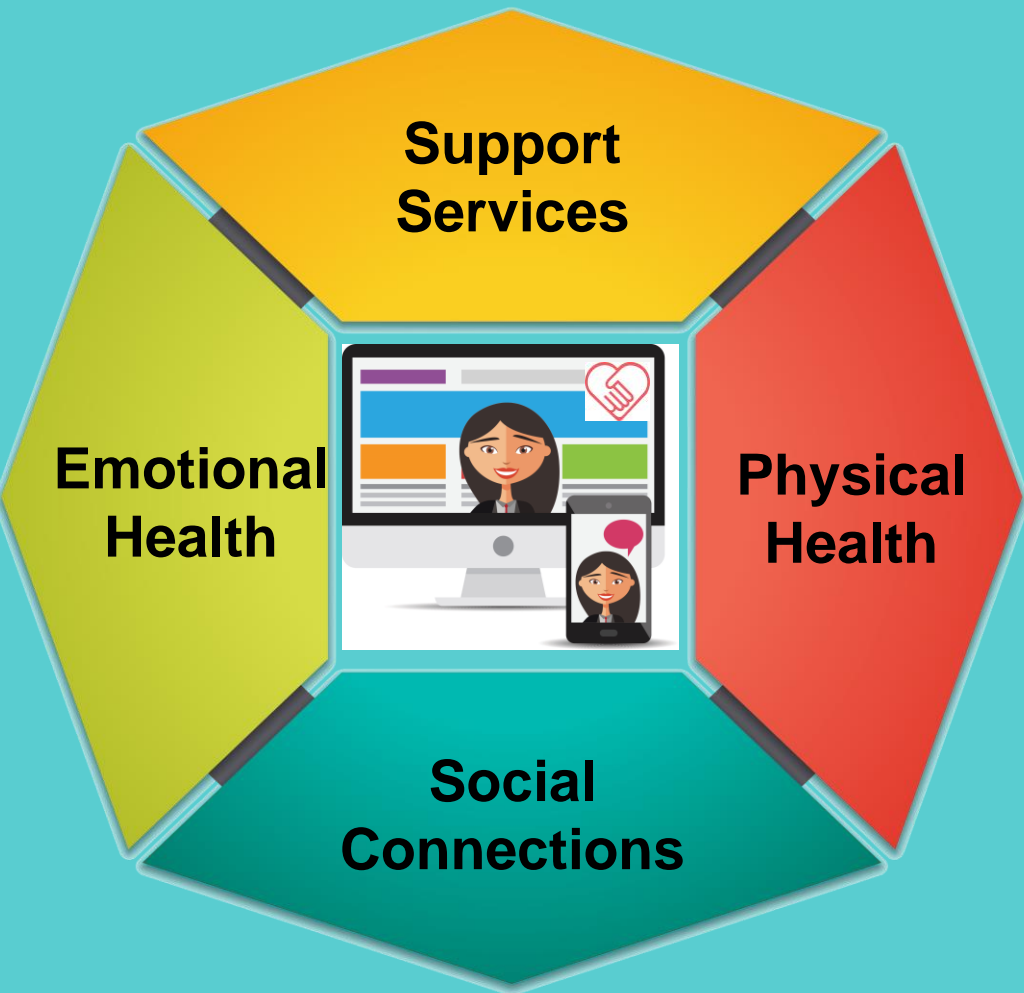
Patient journey today

DIAGNOSIS — **TREATMENT** — **RECOVERY**

$ 2nd Opinion
$ Change Provider
$$$ Cancel/Reschedule
Try alternative medicine
$$$$ Unplanned hospitalizations/setbacks

Patient visits PCP Referred to Oncologist

Cancer diagnosis Treatment options given

Begin prescribed treatment

First treatment appointment

Ongoing treatment

Last treatment

Survivorship

PATIENT

Transportation Issues
Drug Too Expensive
Poor Patient Education

Medication Adherence

Mild to Serious Side Effects
Too much to keep track of

Rehab Issues

Tx SPECIFIC SERIOUS SIDE EFFECTS

FATIGUE | SLEEP DISORDER | LOW IMMUNITY | DIGESTION

RELIEF | FEAR   ABANDONMENT | DISAPPOINTMENT

SHOCK | DEPRESSION | LOST | OVERWHELMING | NEED HOPE

ALONE | LIFE CHANGES | FINANCIAL CONCERNS | GUILT

ANXIETY | UNEASE

CAREGIVER

FINANCIAL TOXICITY | BURNOUT FROM RESPONSIBILITY

SHOCK | DEPRESSION | OVERWHELMING | LONELY

RESENTMENT

ANXIETY | WORRY

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Patient journey with Helpsy

DIAGNOSIS
TREATMENT
RECOVERY

Symptom management tools
Self-guided recommendations

Customized care plan

Helpsy

Patient visits PCP Referred to Oncologist

Cancer diagnosis Treatment options given

Begin prescribed treatment

First treatment appointment

Ongoing treatment

Last treatment

Recovery

PATIENT

Appointment follow-up
Connected to transportation services

Tx and symptom education
Access to community support

Apt. & med. reminders

24/7 AI nurse
Referral to specialists
Telemedicine
Secure messaging

MANAGED [FATIGUE | SLEEP DISORDER | LOW IMMUNITY | DIGESTION]
CONNECTED TO CANCER COMMUNITIES & ADVOCATES

FINANCIAL ASSISTANCE PROGRAMS | SUPPORT

RELIEF

REHABILITATION | CONNECTED

CONNECTED TO PATIENTS | SHARE EDUCATION AND RESOURCES

CAREGIVER

ASSISTED | APPRECIATED

FINANCIAL ASSISTANCE PROGRAMS | SUPPORT

RELIEF   CONNECTED

CONNECTED TO RESOURCES

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Anticipate

your patients' needs by letting San handle the following:

- Treatment prep
- Care coordination
- Follow-up scheduling
- Referrals

Educate

with our 20,000+ self-guided recommendations and 3,000 national programs:

- Med / appointment reminders
- Symptom management
- Self-care programs
- Community resources

Escalate

by letting San take automated action on certain trigger events:

- Adverse effect monitoring
- Crisis management
- Clinical care team

75 languages supported

(Alexa + Google Home coming soon!

Patent Pending

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How does Helpsy work?

REVIEW
Clinician can review and update care plan

3 - ANTICIPATE
Helpsy prepares patient for treatment with info and support

ESCALATE
Clinician alerted of change in patient condition

2 - ACTIVATE
After setup, Helpsy auto-creates a Whole-Health Care Plan

4 - ENGAGE
Constant monitoring via text of patient's symptoms and needs

1 - FIND
Identify the patients that meet the criteria

5 - EMPOWER
Survivorship. Helpsy helps patient find a new normal

+ 360 Care Plan

I am reviewing your symptoms and noticed your nausea is getting worse. Is that still true? Y/N

Y

OK. Let me get someone to help you. Do you prefer call, video or text?

Video

I have booked an appt. for you with Julie, SW. She will call you in 10 minutes.

Ok

Please click this link https://chat.helpsyhealth.com/quickstart/?room=523_546&identity=asF42Fgh_Q6LH to access your video call with Julie.

Once onboarded, Helpsy automatically creates a customized 360 Whole-Health Care Plan, managed by the SAN nurse AI.

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Automated Data Collection

Helpsy Health

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Automated Data Collection

San

The Mobile Nurse

Firebase

Helpsy ▾

Events

Go to docs

🏠 Project Overview ⚙️

Develop

👥 Authentication
🗄 Database
🖼 Storage
🌐 Hosting
{···} Functions
ℳ ML Kit

Quality

⚡ Crashlytics
⏱ Performance
☑️ Test Lab

Analytics

📊 Dashboard
👤 Events
📋 Conversions
🌐 Audiences
📶 Funnels

Spark
Free $0/month   Upgrade

We have changed the way we track sessions, which may impact your session-related metrics. Learn more

Add Filter +

📅 Jun 3, 2018 - Jun 3, 2019 ⋮

Compared to Jun 2, 2017 - Jun 2, 2018

Event name	Count ↓		Users		Mark as conversion ⓘ
View_Conditions	1,961	+1,234%	93	+830%	⬜
View_Condition_Details	1,429	+3,660.5%	39	+680%	⬜
View_Cancer_Treatments	1,017	+631.7%	42	+740%	⬜
session_start	951	+637.2%	194	+410.5%	⬜
View_Cancers	857	+665.2%	46	+666.7%	⬜
View_Cancer_Treatment_Appointments	709	+453.9%	31	+675%	⬜
View_Resource_Categories	525	+2,000%	36	+800%	⬜
View_Remedy_Details	537	+6,612.5%	34	+750%	⬜
View_Resources	520	+5,100%	26	+550%	⬜
View_Cancer_Treatment_Side_Effects	429	+329%	32	+540%	⬜
View_Remedies	480	+1,677.8%	78	+875%	⬜
Add_Condition	388	+496.9%	69	+3,350%	⬜
View_Cancer_Treatment_Regimens	367	+1,083.9%	22	+450%	⬜
View_Followups	323	+822.9%	31	+520%	⬜

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Case Study - UCSF

- A three-year clinical study performed in conjunction with UCSF and Harvard has shown significant improvements in quality of life and chronic symptoms with increased patient engagement.

University of California San Francisco

CHALLENGES

1. Difficulties during transition from patient to survivor.

2. Physical and psychological side effects.

3. Poor behavior change and medication adherence

4. Limited contact with medical professionals.

5. 50-60% drop out rates of participants

SOLUTION

1. Provide personalized yet standardized set of supportive care treatments for addressing side effects.

2. Provide self-guided solutions for improving mood and self-efficacy.

3. Stay connected with patient as they are transition out

4. Improve medication adherence and behavior change

5. Provide digital tools for engagement and ease of use that works across language, age and technology barriers

RESULTS

1. Patients reported a sense of empowerment and better understanding of implementing personalized self-care.

2. Improvements in quality of life/mood up to 38%.

3. 30-80% improvement in symptoms.

4. Participant drop out rate reduced by 40% from cohort 1 to cohort 3

5. Engagement improved from 20% to 80% between cohort 1 and 3 by leveraging digital tools.

6. Ease of use enabled elderly, non-english speaking and non-tech savvy patients to be supported through meaningful use of technology.

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Case Study - Helpsy at the EMC Super Speciality Hospital

EMC Group of Hospitals

- A major treatment center for cancer in Amritsar, a major city in the state of Punjab in India.
- The state of Punjab has the highest rate of cancer within India.

CHALLENGES	SOLUTION	RESULTS
1. High rate of adverse events and treatment disruptions (over 30% appt cancellations)	1. Provide: Helpsy generated care plans to clinicians and participants	1. A 78.2% improvement in Quality of Life and a 75%-90% reduction in cancer treatment related side effects
2. Lack of treatment knowledge and its impact on the patient	Education about treatment in Punjabi, the local language	2. Patients and family felt better prepared and supported during treatment
3. Poor symptom management, self-care, and med adherence	Side-effect/symptom management and consults with community health providers	3. Patients felt "happier", had "higher self-esteem", and had "better physical and mental stability."
4. No connection with patient except when receiving treatment	SMS and telephone reminders, check-ins, and resources for medications, behavior change, and upcoming appointments	4. Decrease in treatment disruptions due to adverse events
5. Lack of survivorship care	2. Identify patient deterioration and escalate care remotely	5. Improved med-adherence
6. No data collection and tracking		6. Improved understanding of survivorship needs
7. Language and economic barrier	3. Collect and track data	7. Improved attendance of follow up visits and diagnostic screening

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Case Study - Unpublished

- 6 month study at **REDACTED** to evaluate clinician and patient satisfaction, as well as change in quality of life and missed appointments
- Study enrolled females of all age groups and SES receiving chemotherapy

CHALLENGES	SOLUTION	RESULTS
1. No connection with patient except when receiving treatment	1. Provide personalized yet standardized set of supportive care treatments for addressing side effects.	1. Greater satisfaction amongst clinical care team from knowing patient is supported, access to RT data, and easy to use system
2. Unmanaged physical and psychological side effects	2. Provide self-guided solutions for improving mood and self-efficacy.	2. Greater patient satisfaction access to education, clarity of plan, reminders, real time management and triaging
3. Missed appointments	3. Stay connected with patient as they are transition out	3. Significant reduction in symptoms and distress scale was noted
4. Limited contact with medical professionals.	4. Improve medication adherence and behavior change	4. Quality of life and activities of living noted significantly higher improvement
5. Disruption related ED visits	5. Provide digital tools for engagement and ease of use that works across language, age and technology barriers	5. Significant reduction in the number of missed appointments compared to baseline
		6. Staff noted that patients on Helpsy platform completed treatment and reached survivorship visitsooner than comparable patients without platform

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Helpsy Health

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3-Year Funded Study at UCSF

San

The Mobile Nurse

Qualitative Analyses from a Prospective Clinical Study of a Whole Systems Ayurvedic Intervention for Breast Cancer Survivorship, Lapedis et al., The Journal of Alternative and Complementary Medicine. May 2014, 20(5)

IMPROVEMENT IN 4 MONTHS

→

QUALITY OF LIFE AND OUTLOOK/MOOD

PURPOSE/MISSION, REASON FOR LIVING	38.0%
CERTAINTY ABOUT THE FUTURE	33.0%
HOPEFULNESS	22.0%
LIFE SATISFACTION	17.0%
SELF-CONCEPT	15.0%
QUALITY OF LIFE	14.0%
HAPPINESS	14.0%
OVERALL PHYSICAL HEALTH	13.0%
CONTROL OF THINGS IN THEIR LIFE	11.0%

SYMPTOMS

NAUSEA	80.0%
DEPRESSION	78.0%
INABILITY TO DO NORMAL ACTIVITIES	63.0%
ACHES AND PAIN	52.0%
SLEEP PROBLEMS	44.0%
APPETITE	33.0%
HAPPINESS	30.0%
ANXIETY	29.0%

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Case Study #2

EMC Super Specialty Hospital

San
The Mobile Nurse

Utilizing the Helpsy Symptom Management Platform to Realize Quality of Life and Symptom Improvement in Cancer Survivors

IMPROVEMENT IN 2 MONTHS
→

QUALITY OF LIFE AND OUTLOOK/MOOD

CERTAINTY ABOUT THE FUTURE	71.8%
LIFE SATISFACTION	78.7%
SELF-CONCEPT	75.0%
QUALITY OF LIFE	78.2%
HAPPINESS	79.5%
OVERALL PHYSICAL HEALTH	75.0%
CONTROL OF THINGS IN THEIR LIFE	75.0%

SYMPTOMS

NAUSEA	89.3%
DEPRESSION	75.0%
INABILITY TO DO NORMAL ACTIVITIES	78.4%
ACHES AND PAIN	84.1%
SLEEP PROBLEMS	78.6%
APPETITE	79.6%
FATIGUE	90.5%
ANXIETY	82.1%
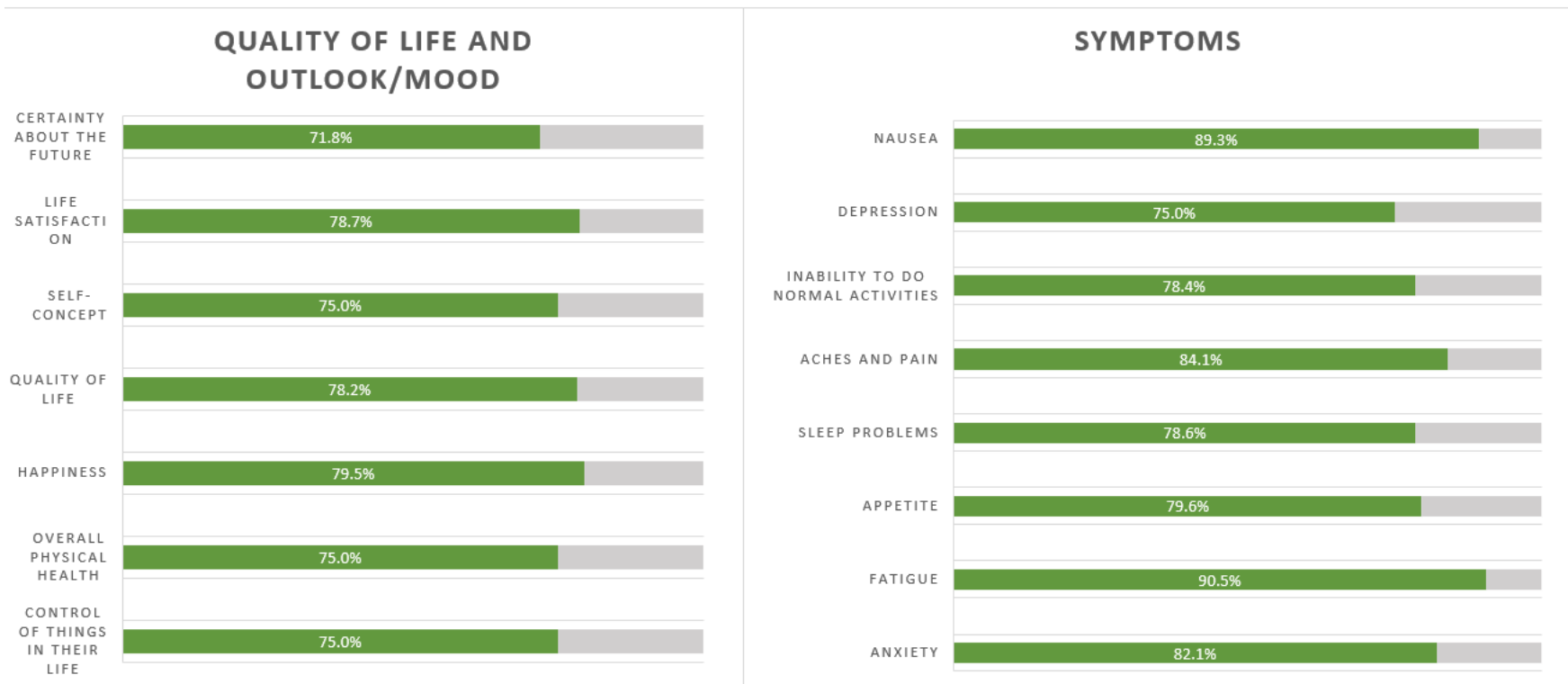
Saved $5k per patient and reduced treatment disruption!

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Helpsy's Research Platform

Patient Engagement Platform

Symptom Management and resources

Secure Video and Text

Research Participants

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Smart Symptom Management

Clinical Research Team

Data Storage, analysis and predictive modeling

Online Consent and assessment Forms

Virtual Tumor Board

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23,300
Patients

100,000
Symptoms

90%
Patients engaged during active treatment
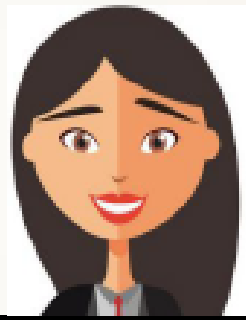
Helpsy Health
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PATIENT DEMO

Helpsy Health

RESEARCH DEMO

EXPERT DEMO

Helpsy Health
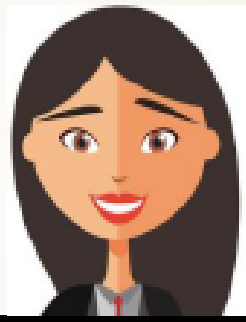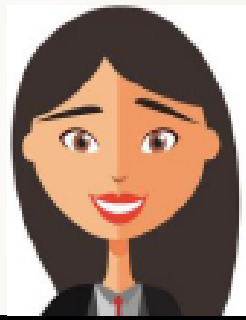
How you can join:

1. IntegrativeMedicineAccess.org
2. Click: Learn More button
3. Register on Helpsy Site

Services | Specialities | Education Level | Personal details | Finalize

Your current Time Zone is UTC

Your last update Time Zone was UTC (if you want to save the data in your current time zone, please re update your profile)

Time Zone offset is

Window Snip

Add Available Time Slots

Add Special Days Availability

Do you want to make your profile private from Helpsy search?
☐ Yes

How do you prefer to communicate?
☐ Phone   ☐ Email   ☐ Text Message

Mode of delivery for your consult
☐ Office Hours   ☐ Evening   ☐ Weekend
☐ After Hours   ☐ by Appointment Only

Do you work with:
☐ Children   ☐ Adults   ☐ Seniors

What are your rates?

| Medical Doctor ▼ | Charge/Hour | US Dollar (U ▼ | ❓ | Description | ADD |

Are you contracted with any insurance companies? ○ YES ● NO

Payment method you accept ☐ Paypal ☐ Stripe Connection

Do you offer special discount or package deals? ○ YES ● NO

Are you willing to offer 1st complimentary 20 min session to new patients? ○ YES ● NO

Are you open to collaborating with other health care service professionals? ○ YES ● NO

Would you like to donate a few hours of your time helping underserved patients as an IMA expert? (Learn more here) ○ YES ● NO

31   Helpsy Health
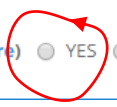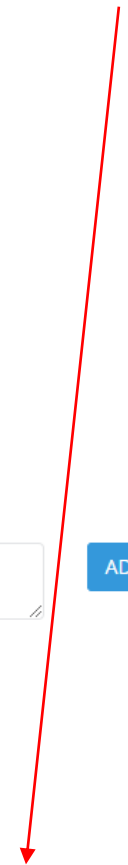
Value to you:

1. Give back / share expertise
2. Increase exposure
3. Collect data on all of your clients to use for reporting, marketing and QA
4. Provide your clients valuable clinical tools

Value to your organization:

1. Easy way to do community service
2. Collect QA data
3. Free clinical tools

We need You! To make IT happen

Value that Helpsy can bring to your organization (more examples)

- Customize symptom management and self care utilizing 30,000 therapies from over 30 different healthcare modalities
- Over 1000 community and educational resources
- Ongoing monitoring and analytics platform provides insights and reports into member needs and services utilized

But... I'm not a practitioner
or
I don't make these type of decisions in my organizaton

Become an IMA/Helpsy ambassador!

Help us recruit clients and practitioners
- Share our info / materials with your patients
- Share on social media @integrativemedicineaccess
- Work with schools that have clinics (chiro, TCM, massage, etc) to join as practitioners

Partner with us to achieve improved outcomes
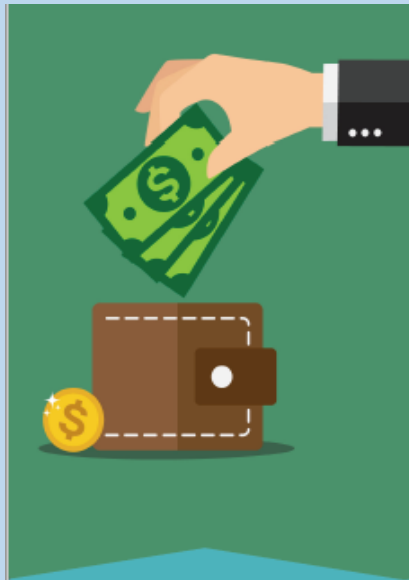
Reduce costs from side effects and preventable hospitalizations

Reduce additional time off work or school

Improve Navigation and Coordination for Patients and Caregivers

Improve the Patient Experience

Testimonial #1

"After my cancer treatment was done, everyone celebrated me as a survivor. I was supposed to be healthy and happy. But I felt broken, sick, sleepless and lonely. I was overwhelmed and did not know where to turn to. Helpsy was my rescue. They understood me and helped me to build my new reality. Thank you Helpsy for finding me."
- Laurel A., Cancer

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Testimonial #2

"After cancer treatment, I felt sick for a long time. I felt lonely and low. I used to feel tired and could not do all of my normal work. I felt guilty that while my family was working hard, I was resting. I didn't know that most patients feel tired even after cancer! What I learnt from Helpsy's program was what I could do to address my exhaustion. They were simple and beautiful. These recommendations for diet and lifestyle were very helpful. They used to remind me.

I can say that I have more energy, even till end of day. I am so happy that I can make dinner and help my kids with their homework. I wish that every person knows about this and gets help from this program."

-Nidhi M., Cancer

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Testimonial #3

"I had lot of problems: numbness, tingling, and pain. I also had stiffness in my fingers. I did not know what to do. I did not know it was called neuropathy. Helpsy's team helped me to understand what I have and what I can do about it so I can handle my day-to-day work. Because of that, I had a lot of benefit. I feel better and now I can manage my day-to-day work with this problem. Their team is very effective at answering my questions promptly. Also, they used to follow up with me regularly to make sure I was okay and things were getting better. I feel that I can now re-live my life the way I wanted. I hope that everyone has the benefit that I felt. So I hope everyone takes advantage of it."
-Shailesh A., Neuropathy, Arthritis, and Cancer

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Testimonial #4

"Helpsy program really shaped it quite differently. First time they heard my diet and then in very simple words tried to follow and change me over on the same lines. They didn't do anything suddenly just so that they can incorporate into my life what is best. We started bringing changes very slowly and steadily. Best part is that they used to text me and SMS me reminders every day to take medication and eat at the right time. So even if I'm busy, slowly I started getting into a routine."
-Ritu P., Cancer, Chronic Fatigue, and Anxiety

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Testimonial #5

"I used to feel lifeless and very tired. My legs used to hurt all the time. Helpsy's program and experts guided me on what I can do about it. They recommended a specific diet, lifestyle, and exercise routines to address these issues. Now I feel very well and I feel light. I don't feel tired like before and I have energy to do work. I don't have leg pain as before."
- Gopinder S., Cancer and Chronic Fatigue

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THANK YOU

How may we help you?

helpsy

Contact
san@helpsyhealth.com
415.534.5933

helpsyhealth.com

Our Team

Sangeeta Agarawal
CEO & Founder
Software engineer
Oncology researcher
Advanced Certified Nurse

Carole Wilson
Strategy & Operations
30+ years in hospital and
ASC management
CEO & Director at E3

Greg Chin
QA, Operations, Research
UCB Graduate Student
Researcher
Thermokinetics (Startup)

Operations

Business Development

Maria Tran
Business Development
Student researcher
Teacher's assistant
Chair of fundraising,
UCSD

Alex Salman
Business Development
MBA/MPH Candidate
(Health Economics and
Finance)

Jed Royer
Branding Design
30+ years in marketing,
branding, and graphic
design

Marketing

Engineering

Deepu Mukundan
Mobile Development
11+ years in software
development

Gurgen Gharibyan
Software Development
Software developer for
over 10 years
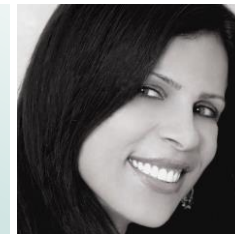
Julia Chiappetta
Marketing
20+ years in business
development consulting
CEO at JCC Consulting

Davide Scheriani
Mobile Development
5+ years experience in
iOS development and 3D
animation

Sasha Stepanyan
Software Development
Full stack developer for
over 10 years

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Advisory Board

Business Advisors

Bonnie Feldman
Chief Collaboration Officer
Your Autoimmunity Connection

Stephanie Marrus
Director
Entrepreneurship Center
UCSF

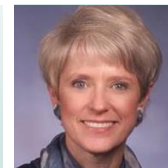**Jesus Saucedo**
Physician and Administrator
VEP Healthcare

Steve Tablak
CEO
GeneWEAVE Biosciences

Clinical Advisors

Geri Baumblatt
Exec. Director
Pt. Engagement
Emmi Solutions

Dr. Donna Berry
Professor
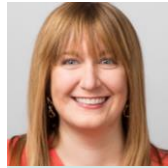UW

Dr. Margaret Chesney
Director
Osher Center
UCSF

Dr. Larry Chu
Executive Director
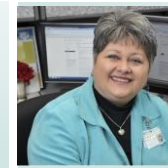Stanford Medicine X
Stanford Hospital

Dr. Donna Coletti
Founding Clinical Director, Palliative Care
Greenwich Hospital

Kristin Ferguson
Clinical Operations
MedStar Georgetown Hospital
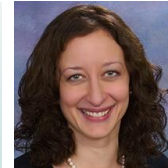
Dr. Chanel Heermann
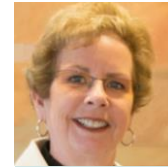Founder/Director
Synergius

Teresa Knoop
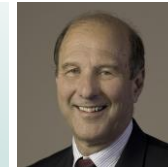Assistant Director, Clinical Operations
Vanderbilt Ingram CC

Dr. Gabriel Lopez
Medical Director
Integrative Medicine
MD Anderson

Dr. Aras Mattis
Assistant Professor
School of Medicine
UCSF

Dr. Sue Schneider
Oncology Lead
School of Nursing
Duke University

Dr. David Spiegel
Medical Director
Integrative Medicine
Stanford

Patient Advisors

Ann Fonfa
President
Annie Appleseed Cancer

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